

a powerful force  
for **GOOD.**



Louisiana Association of  
Nonprofit Organizations

# Foundation Center for Grant Seekers

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Capacity and Accountability Assistant

# Mission

LANO's mission is to strengthen, promote and build the capacity of nonprofits through education, advocacy and member services.

The mission of the Foundation Center is to strengthen the nonprofit sector by advancing knowledge about U.S. philanthropy.

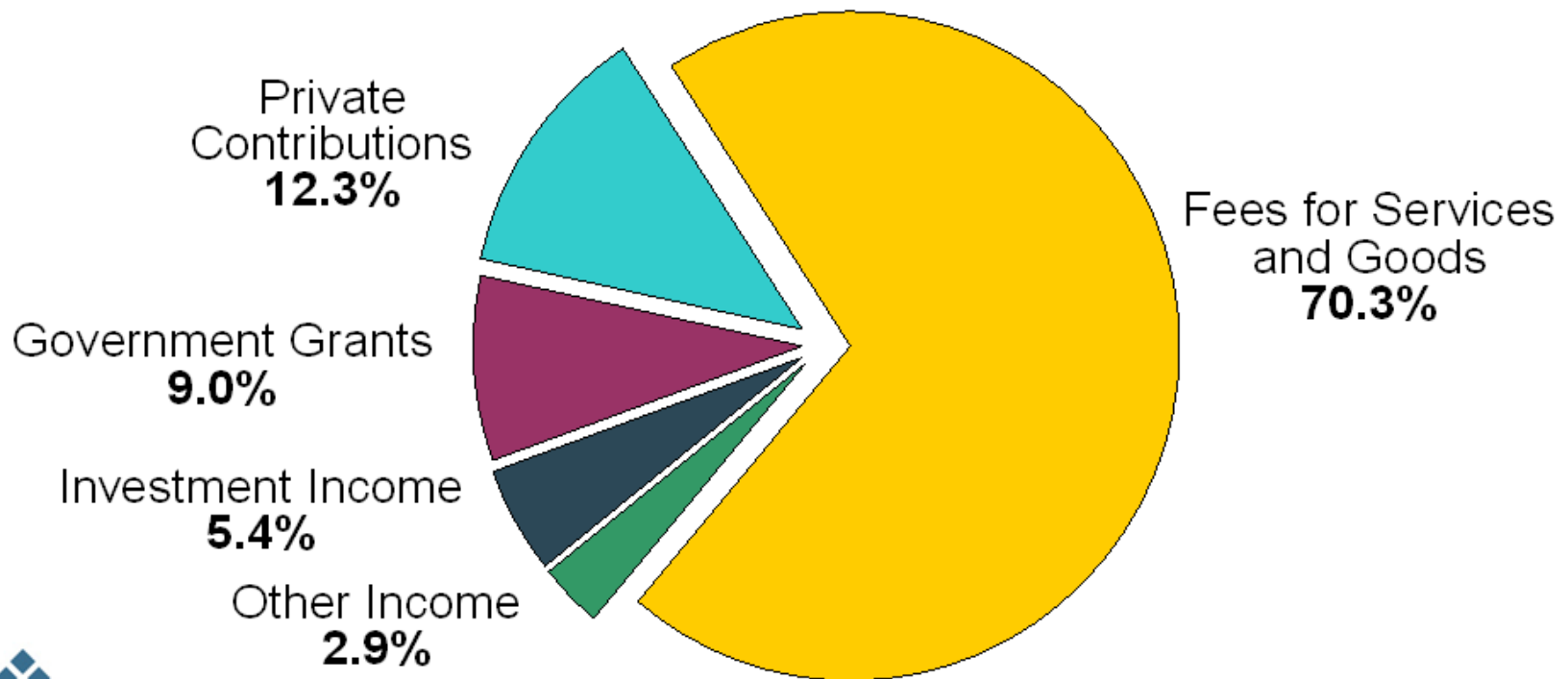
# Overview

- Trends
- What is a Foundation?
- Foundation Center
- Grant Proposals and Prospects

# 2010 Trends Affecting Fund Development

- National recession
- State budget cuts
- Cutbacks by charitable foundations
- Increased competition for funding
- Online and digital fundraising
- International disasters

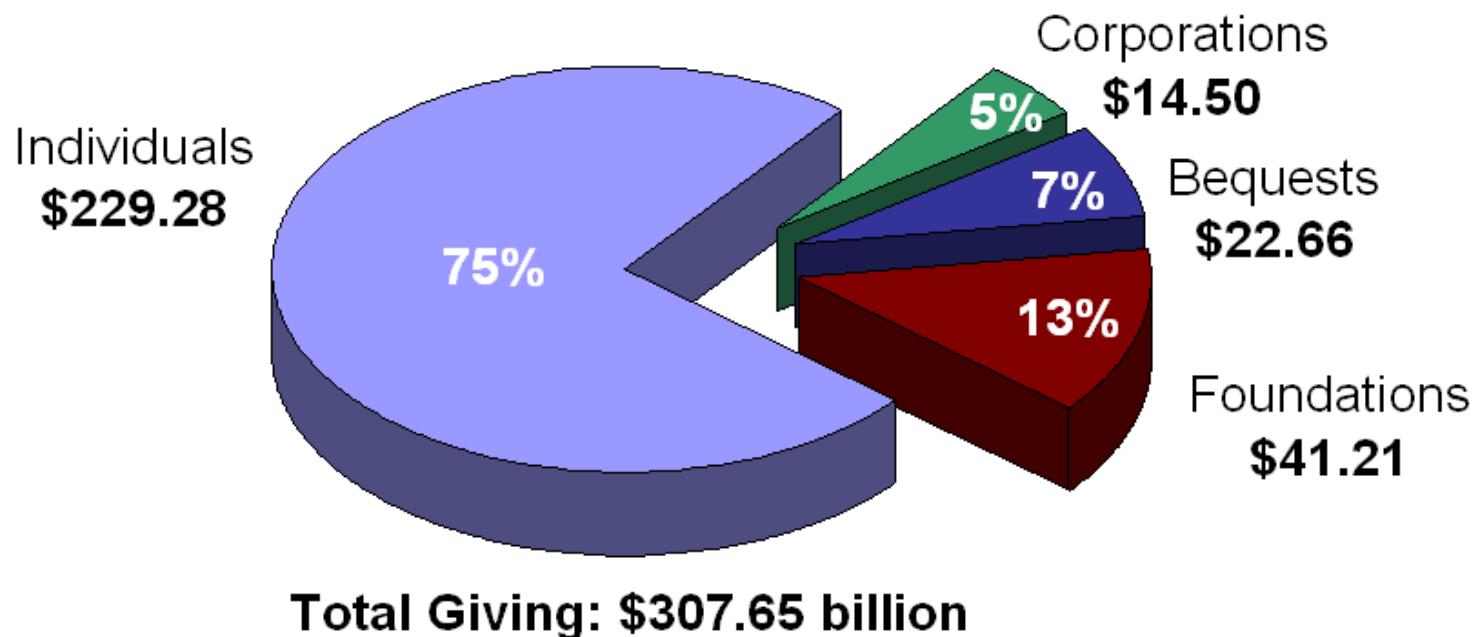
# Sources of Revenue for Reporting Public Charities



Source: *Nonprofit Almanac 2008*  
National Center for Charitable Statistics, the Urban Institute

# Private Contributions by Source

(\$ in billions)

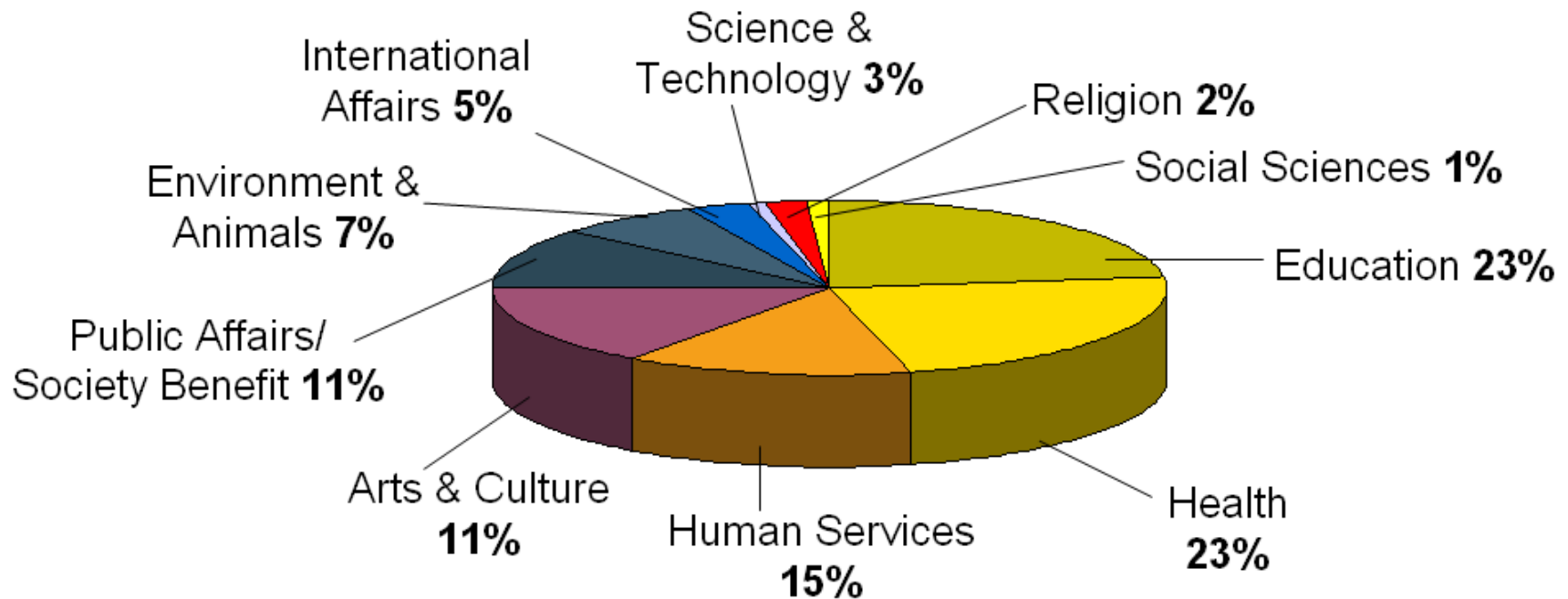


**Total Giving: \$307.65 billion**



Source: *Giving USA 2009*, Giving USA Foundation,  
researched and written by the  
Center On Philanthropy at Indiana University

# National Distribution of Grant Dollars



Source: The Foundation Center,  
*Foundation Giving Trends*, 2009

# 10 Areas of Fundraising

- Events
- Grants & Contracts
- In-Kind Gifts
- Annual Campaign
- Membership
- Cause Marketing
- Earned Income
- Capital Campaign
- Endowment
- Planned Giving

# What is a Private Foundation?

- Nongovernmental, nonprofit organization
- Has its own funds or endowment
- Managed by its own trustees or directors
- Established to aid educational, social, religious, scientific, or other charitable activities through the making of grants
- Awards grants
- Is regulated by IRS

# Types of Private Foundations

- Independent
- Company-sponsored
- Operating

# What Funders Look For?

- High-quality programs that meet a real need in the community.
- Track record of effective program delivery
- Capable leadership
- A strong organizational and financial infrastructure

# Five Steps in Grant Development Process

- Identify why your organization needs resources
- Use appropriate data, define the problem you will solve
- Develop program to solve the problem
- Identify the appropriate agency or foundation to which to apply
- Write the proposal clearly and effectively including a budget

# Identifying Funding Needs

Foundation Directory Online - Microsoft Internet Explorer provided by LANO

http://fconline.foundationcenter.org/welcome.php?fpc=

File Edit View Favorites Tools Help

★ Favorites ★ Suggested Sites ▾ Get More Add-ons ▾

Foundation Directory Online

Home ▾ RSS ▾ Page ▾ Safety ▾ Tools ▾ ? ▾



**FOUNDATION CENTER**  
Knowledge to build on.

**FOUNDATION DIRECTORY ONLINE**  
PROFESSIONAL

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- ◆ Upgrade Subscription
- ◆ FAQs
- ◆ Search Tutorial
- ◆ Guided Tours
- ◆ Discount Book Mall
- ◆ Free Newsletters
- ◆ Tell a Friend
- ◆ Blog
- ◆ Contact Us

[Search Grantmakers](#) [Search Companies](#) [Search Grants](#) [Search 990s](#)

**Welcome, LANO-Baton Rouge. Let's get started.**

**Power Search**

[Search](#)

**Search 9 databases at once!**  
Grantmakers • Companies • Grants • 990s • News • Jobs • RFPs • PubHub Reports • Nonprofit Literature

**Map of Cross-Border Giving**

Free for Professional subscribers: Access the Foundation Center's new *Map of Cross-Border Giving* as part of your Professional subscription. See grants from U.S. grantmakers to non-U.S. recipients.



**Philanthropy Chat**

Do you want to learn more about interesting, current topics in philanthropy and fundraising, and hear it directly from the grantmakers? The Foundation Center has a podcast just for you. Philanthropy Chat is a series of interviews conducted by Foundation Center library staff with leaders in the field from all over the country. Recent episodes include conversations with representatives from the Jack Kent Cooke Foundation, the Community Foundation for the National Capital Region, the Cleveland Foundation, and many more.

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# Finding Funding Partners

Power Search	Search Grantmakers	Search Companies	Search Grants	Search 990s
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Marshall Islands (1)

Mathematics (169)

Media, film/video (294)

Media, journalism/publishing (160)

Media, radio (222)

Media, television (254)

Media/communications (395)

Medical care, bioethics (10)

Medical care, community health systems (208)

Medical care, in-patient care (192)

Medical care, outpatient care (44)

Medical care, rehabilitation (316)

Medical research (3007)

Medical research, administration/regulation (1)

Medical research, alliance/advocacy (4)

Medical research, association (55)

Medical research, ethics (1)

Medical research, formal/general education (13)

Medical research, fund raising/fund distribution (11)

Medical research, government agencies (2)

Medical research, information services (2)

## Search Grantmakers

Saved Searches Last Search

**Grantmaker Name**  
view index

**Grantmaker Location**

**State**  
view index

**County**  
view index

**City**  
view index

**Metro Area**  
view index

**Congressional District**  
view index

**ZIP Code**

**Fields of Interest**  
view index

**Types of Support**  
view index

**Geographic Focus**  
view index

**Trustees, Officers, and Donors**  
view index

**Type of Grantmaker**  
view index

Total Giving

**Keyword Search**

☒ Exclude grantmakers not accepting applications.

**SORT BY**

<input type="radio"/> Total Giving	<input checked="" type="radio"/> Ascending
<input type="radio"/> Total Assets	<input type="radio"/> Descending
<input checked="" type="radio"/> Alphabetic	

# Refine the match



## FOUNDATION DIRECTORY ONLINE PROFESSIONAL

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Power Search

Search Grantmakers

Search Companies

Search Grants

Search 990s

Results: 1-22 of 22

(hide guided search)

- ☒ **Fields of Interest:**  
medical research
- ☒ **Types of Support:**  
General/operating support
- ☒ **Geographic Focus:**  
National or Louisiana
- ☒ **Applications Accepted:**  
Yes

### Narrow Your Results

#### Grantmakers

##### Grantmaker State

[Prev 10 | Next 10]

New York (8)  
California (2)  
New Jersey (2)  
Arkansas (1)  
Delaware (1)  
Indiana (1)  
Louisiana (1)  
Massachusetts (1)  
Missouri (1)  
North Carolina (1)

##### Type of Grantmaker

Independent foundation (14)  
Corporate giving program (4)  
Public charity (2)  
Company-sponsored foundation (1)  
Operating foundation

Search Within Results

Search

☐ [Print/Save Records](#) [Print/Save List](#) [Export List](#) [Save Search](#) [Modify Search](#)

Grantmaker Name ▲	City, State	Total Giving	Total Giving
<input type="checkbox"/> Ackerman Foundation, The	Indianapolis, IN	\$7,945,810	\$412,025
<input type="checkbox"/> Allergan, Inc. Corporate Giving Program	Irvine, CA	\$0	\$0
<input type="checkbox"/> American Honda Motor Co., Inc. Corporate Giving Program	Torrance, CA	\$0	\$0
<input type="checkbox"/> Becher Foundation, Inc., Hildegard D.	Hartsdale, NY	\$2,970,399	\$175,000
<input type="checkbox"/> Edison Fund, Charles	Newark, NJ	\$20,666,953	\$1,016,477
<input type="checkbox"/> Fife Family Foundation, Inc.	Richmond, VA	\$912,427	\$68,857
<input type="checkbox"/> Fox Foundation for Parkinson's Research, Michael J.	New York, NY	\$69,013,965	\$34,683,415
<input type="checkbox"/> Francis Family Foundation, The	Kansas City, MO	\$89,287,617	\$5,969,725
<input type="checkbox"/> Hearst Foundation, William Randolph	New York, NY	\$442,785,619	\$25,709,645
<input type="checkbox"/> Hearst Foundation, Inc., The	New York, NY	\$200,128,336	\$11,229,000
<input type="checkbox"/> Hunt Transport Services, Inc. Corporate Giving Program, J. B.	Lowell, AR	\$0	\$0

# Application Process

Capital campaigns  
Continuing support  
Endowments  
Equipment  
General/operating support

## **Publications**

[Top of Page](#)

Application guidelines  
Financial statement  
Grants list

## **Application Information**

[Top of Page](#)

Application form not required. Applicants should submit the following:

1. Timetable for implementation and evaluation of project
2. Copy of IRS Determination Letter
3. How project's results will be evaluated or measured
4. Listing of board of directors, trustees, officers and other key people and their affiliations
5. Detailed description of project and amount of funding requested
6. Copy of current year's organizational budget and/or project budget

Initial approach: Brief one or two page letter describing proposal

Copies of proposal: 1

Board meeting date(s): The business day that falls on or closest to June 15 and Dec. 15

Deadline(s): Thirty days prior to the meeting date

# Grant Proposal Basics To Remember

- Follow instructions
- Be clear, concise, and specific
- Do not assume your reader is familiar
- Avoid using jargon
- Use a combination of statistics and anecdotes
- Demonstrate credibility
- Remember the focus of the proposal is your clients or community
- Keep sentences and paragraphs short
- Use few adjectives
- Spell out all acronyms on the first reference
- Be realistic about what you can do with the money you are requesting
- Make the presentation reader and user friendly

# Do Your Prospect Research

- Foundation Directories such as Foundation Center available at LANO offices
- Publications i.e. Chronicle of Philanthropy, Grant Station Insider [LANO Member Benefit]
- Internet and List-serves: sign up for newsletters
- Networking
- Paying attention to who is funding in your field and community
- Ask your current funders for ideas

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